



WCPO

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ORDER

Print Date 10/29/12

Page 1 of 5

Flight Dates 10/23/12-10/29/12

Contract / Revision 311602 /

Original Date / Revision
09/19/12 10/29/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA Sked A 10.23-10.2

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1537

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	125	\$40,213.50	\$47,310.00	0.00	10/01/12	10/28/12	125	\$40,213.50	\$47,310.00
November 2012	24	\$5,758.75	\$6,775.00	0.00	10/29/12	10/29/12	24	\$5,758.75	\$6,775.00
Totals	149	\$45,972.25	\$54,085.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	22222--	:30	10	\$70.00	P-8	0.00 NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	22222--	10		\$70.00		0.00					
E 2	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	12222--	:30	9	\$125.00	P-8	0.00 NM	9	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/23/12	10/29/12	12222--	9		\$125.00		0.00					
E 3	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	34444--	:30	19	\$200.00	P-8	0.00 NM	19	\$3,800.00



WCPO

Print Date: 10/29/12

Page 2 of 5

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Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 09/19/12/ 10/29/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	34444--	:30	19	\$200.00	P-8	0.00	NM	19	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	34444--			19		\$200.00		0.00				
E 4	WCPO	10/27/12	10/27/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S-			1		\$50.00		0.00				
E 5	WCPO	10/27/12	10/27/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	2	\$70.00	P-8	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S-			2		\$70.00		0.00				
E 6	WCPO	10/27/12	10/27/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S-			1		\$175.00		0.00				
E 7	WCPO	10/27/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S-			2		\$160.00		0.00				
E 8	WCPO	10/28/12	10/28/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S			1		\$50.00		0.00				
E 9	WCPO	10/28/12	10/28/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$75.00	P-8	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S			2		\$75.00		0.00				
E 10	WCPO	10/28/12	10/28/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S			1		\$175.00		0.00				
E 11	WCPO	10/28/12	10/28/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$190.00	P-8	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S			2		\$190.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/23/12-10/29/12		SU GMTS 8-9a		8-9a	-----Su	:30		(\$190.00)		0.00	NM		
Credited															
[will make good onto 10.30-11.6 week flight. -\$3,190]															
E 12	WCPO	10/23/12	10/29/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$125.00	P-8	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--			5		\$125.00		0.00				
E 13	WCPO	10/23/12	10/29/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	11111--	:30	5	\$100.00	P-8	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--			5		\$100.00		0.00				
E 14	WCPO	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WCPO

Print Date: 10/29/12

Page 3 of 5

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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 14	WCPO	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$450.00		0.00			
E 15	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$150.00	P-8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					6	\$150.00		0.00			
E 16	WCPO	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1258-2p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$150.00		0.00			
E 17	WCPO	10/23/12	10/29/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-1--1--	:30	2	\$600.00	P-8	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-1--1--					2	\$600.00		0.00			
E 18	WCPO	10/28/12	10/28/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$800.00		0.00			
E 19	WCPO	10/23/12	10/29/12	M-F 3-4p 3-4pm Katie	CM	3-4p	11111--	:30	5	\$200.00	P-8	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$200.00		0.00			
E 20	WCPO	10/23/12	10/29/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	11111--	:30	5	\$280.00	P-8	0.00	NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$280.00		0.00			
E 21	WCPO	10/23/12	10/29/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	11111--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$275.00		0.00			
E 22	WCPO	10/23/12	10/29/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11111--	:30	5	\$300.00	P-8	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$300.00		0.00			
E 23	WCPO	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	12111--	:30	6	\$350.00	P-8	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	12111--					6	\$350.00		0.00			
E 24	WCPO	10/28/12	10/28/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$225.00	P-8	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$225.00		0.00			
E 25	WCPO	10/23/12	10/29/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$400.00	P-8	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$400.00		0.00			
E 26	WCPO	10/23/12	10/29/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11111--	:30	5	\$465.00	P-8	0.00	NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WCPO

Print Date: 10/29/12

Page 4 of 5

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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WCPO	10/23/12	10/29/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11111--	:30	5	\$465.00	P-8	0.00	NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--			5		\$465.00		0.00				
E 27	WCPO	10/29/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	M-----			1		\$2,000.00		0.00				
E 28	WCPO	10/29/12	10/29/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	M-----			1		\$3,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/23/12-10/29/12		Monday Prime C		10-11p	M-----	:30		(\$3,000.00)		0.00	NM		
Credited															
[will make good onto 10.30-11.6 week flight. -\$3,190]															
E 29	WCPO	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-T-----			1		\$4,500.00		0.00				
E 30	WCPO	10/24/12	10/24/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	1	\$1,500.00	P-8	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	--W----			1		\$1,500.00		0.00				
E 31	WCPO	10/25/12	10/25/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$6,500.00	P-8	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	---T---			1		\$6,500.00		0.00				
E 32	WCPO	10/26/12	10/26/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,100.00	P-8	0.00	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	----F--			1		\$3,100.00		0.00				
E 33	WCPO	10/28/12	10/28/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$4,500.00	P-8	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S			1		\$4,500.00		0.00				
E 34	WCPO	10/23/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	1111111	:30	7	\$450.00	P-8	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	1111111			7		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WCPO	10/23/12-10/29/12		M-SU 11p Late News		11-1135p	MTWThFSaSu	:30		(\$450.00)		0.00	NM		
See MG 34.8															
[news is at 1130p because of Saturday Night Football]															
8	WCPO	10/23/12-10/29/12		M-SU 11p Late News		11-1135p	MTWThF--Su	:30		\$450.00		0.00	NM		
Ⓜ MG for 34.5 10/27															
E 35	WCPO	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	11111--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	11111--			5		\$275.00		0.00				
E 36	WCPO	10/23/12	10/29/12		CM	1202-107a	11111--	:30	5	\$50.00	P-8	0.00	NM	5	\$250.00

